

ABSTRACT

The present invention is a system, computer program product and method that generates sales via the Internet. The server application of the system may include a web publication facility that enables sales agents via an administration interface to build and publish customized web pages. Contact data of customers and potential customers may be provided to the server application, including by operation of the customized database linked thereto. The server application also enables the sales agents to share data and may include a tool facility and a communication facility. The computer program product may involve the server application and a computer application resident on personal computer. The method can consist of promoting sales generation via the Internet by publishing a customized web page using the web publication facility, collecting contact data, and communicating documents and communications designed for the sales agent's target audience by way of the sales tool facility.